

Amendments to and Listing of the Claims:

This listing of claims will replace all prior versions and listings of claims in the application. Please cancel claims 2-6 and 8-12 and amend claims 1 and 7 as follows:

1. (currently amended) A broadcast system comprising a broadcast station and a television broadcast receiver connected to said broadcast station by a two-way channel, wherein said television broadcast receiver comprises a browser unit for reproducing display data coded by the Hyper Text Markup Language, and a storage unit for storing at least one piece of advertising information made up of display data coded by the Hyper Text Markup Language, and a reproduction control unit being instructed by said browser unit to control the reproduction of contents wherein

 said broadcast station transmits, prior to or during the transmission of contents an advertising scenario header for at least instructing what kind of advertising information should be reproduced and in what way and also instructing how said contents should be reproduced in accordance with the way the advertising information is reproduced, and

 during the reception and reproduction of said contents said television broadcast receiver reproduces said advertising information stored in said storage unit by means of said browser unit in accordance with the contents of said advertising scenario header received from said broadcast station, and wherein

said television broadcast receiver instructs said broadcast station through said reproduction control unit to temporarily stop the transmission of said contents when starting the reproduction of said advertising information during the reception and reproduction of said contents, and instructs said broadcast station through said reproduction control unit to restart the transmission of said contents when ending the reproduction of said advertising information.

2. (cancelled).

3. (cancelled).

4. (cancelled).

5. (cancelled).

6. (cancelled).

7. (currently amended) An advertising method for use in a broadcast system comprising a broadcast station and a television broadcast receiver connected to said broadcast station by a two-way channel, wherein

 said television broadcast receiver comprises a browser unit for reproducing display data coded by the Hyper Text Markup Language, and a storage unit for storing at least one piece of advertising information made up of display data coded by the Hyper Text Markup Language, and a reproduction control unit being instructed by said browser unit to control the reproduction of contents, wherein

 an advertising scenario header for at least instructing what kind of advertising information should be reproduced and in what way and also instructing how said contents should be reproduced in accordance with the way the advertising information is reproduced, is transmitted from said broadcast station to said television broadcast receiver prior to or during the transmission of contents, and

 during the reception and reproduction of said contents said television broadcast receiver reproduces said advertising information stored in said storage unit by means of said browser unit in accordance with the contents of said advertising scenario header received from said broadcast station, and wherein

said television broadcast receiver instructs said broadcast station through said reproduction control unit to temporarily stop the transmission of said contents when starting the reproduction of said advertising information during the reception and reproduction of said contents, and instructs said broadcast station through said reproduction control unit to restart the transmission of said contents when ending the reproduction of said advertising information.

8. (cancelled).

9. (cancelled).

10. (cancelled).

11. (cancelled).

12. (cancelled).